



**cConnect**  
*Your Enterprise Bridge to the Cloud*

**CloudFusion**

[www.cloudfusionsoftware.com](http://www.cloudfusionsoftware.com)

**Business Plan**



# Agenda

- Our Solution
- Cloud Computing Market
- Market Growth
- About Us
- Financials



# Our Solution: cConnect

*Your Enterprise Bridge to the Cloud*

# cConnect Capabilities

- Software solution that can reside on-premise, or delivered in a private or public cloud environment
- Enables workflow brokering independent of platform (enterprise, private cloud, public cloud)
- Has multiple uses cases around identity management, compliance, and automation
- Applies policies enterprise wide
- Automates the decision processes when business requirements and technology allow for automation, and support distributed decision-making and self-service in other cases
- Creates a compliance and audit database to know who has what access and resources, who authorized it, when and why



# cConnect Components

**Catalog**

**Catalog Taxonomies** Taxonomy and Catalog Associations

**Taxonomy Tree**

- Paisley
  - Cognos IBBIS
  - Active Directory Paris
  - Active Directory Tokyo
  - Active Directory Singapore
  - RSA SecurID Groups**
    - RSA SecurID Token
  - ZEPConfiguration
  - BizflowMappedToEPSecurityGroups
  - Testing

**Available Catalogs: 32662 item(s)**

Name or Descr.  Go

Target System

Target System	Name	Description	ID
ADparis	Account Operat...	Members can ...	20748
ADparis	Administrators	Members can f...	20749
ADnaris	Rackun Operat...	Members can	20750

**Associated Catalogs: 11 item(s)**

Target System	Name	Description	ID
RSAGroups	activeusers	activeusers	22745
RSAGroups	Ad hoc vendors	Ad hoc vendors	22751
RSAGroups	Admins	Admins	22743
RSAGroups	Defective	Defective	22748
RSAGroups	EVERYONE	EVERYONE	22746
RSAGroups	Lost	Lost	22747
RSAGroups	NextToken	NextToken	22744
RSAGroups	SBF Personnel	SBF Personnel	22753
RSAGroups	TET_DIRECTD...	TET_DIRE	
RSAGroups	Unassigned	Unassigne	
RSAGroups	Users	Users	

**Taxonomy Manager**

Taxonomy "RSA SecurID Groups" was selected

**eProvisioning Rule Manager [Server=appswn01d; User=IMFNT\yliu4]**

☐ Show Changes Only

**Many To One Views**

[Build Definitions](#)

[Build Details](#)

[Rules](#)

[Process Controller](#)

[Rule Workspace](#)

**Rules Manager**

View ID	Description	View Type	Database View Name
11	FundDept_All	Many To One	FUND_ALL_ALT
13	time to go	Many To One	FUND_STAFF_ALT
20	DEPTGroups_APDALL		DEPTGroups_APDALL
23	DEPTGroups_EUOALL		DEPTGroups_EUOALL
24	TravelPortal_Map_TGSSE_Us...		TravelPortal_Map_TGSSE_Users_To_IMF_TRVL_F...
26	DEPTGroups_FADALL	Many To One	DEPTGroups_FADALL
28	TravelPortal_Map_TGSSE_Users_To_IMF_TRVL_FIELD_SECURITY	Many To One	TGSI_STAFFAUG
29	DEPTGroups_FEDALL	Many To One	DEPTGroups_FEDALL

## Manage Role

**Floater** ( Role Id:109)

HRD Assistant Floater Package

Following are the actions available on a role

**Edit Role Name & Description**

Edit role name and

**Delete Role**

Request role to be

**Catalog Mapping**

Manage catalog mapping to roles

[Go](#)

**Special Instructions Add/Update**

Manage add and remove URLs for special instructions

[Go](#)

**Special Instructions Add Url**

Launch add URL for role special instructions

NA

**Special Instructions Remove Url**

Launch remove URL for role special instructions

NA

**View Mapped Catalogs**

View catalogs mapped to this role

[Go](#)

**Show Role Approver Details**

View role approver details.

[Go](#)

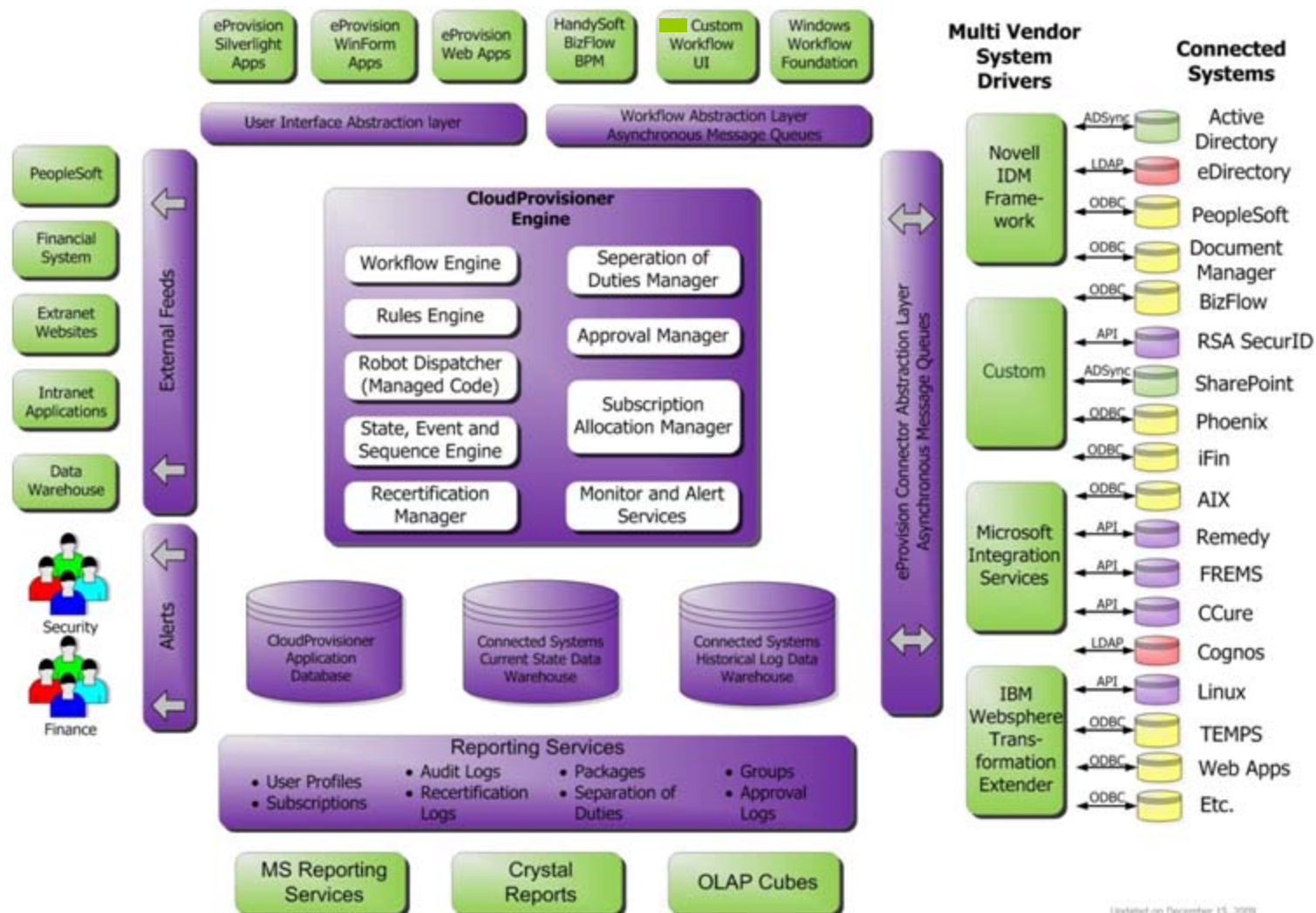
**Manage Role Approvers**

Manage a role's approvers.

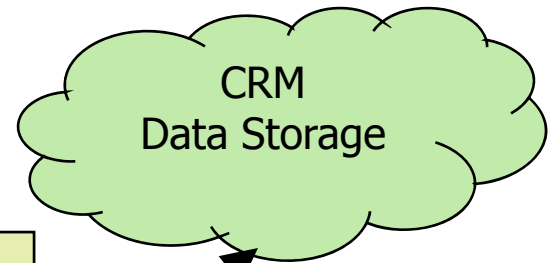
[Go](#)

## Admin Manager

# cConnect: Architecture (100% Complete)



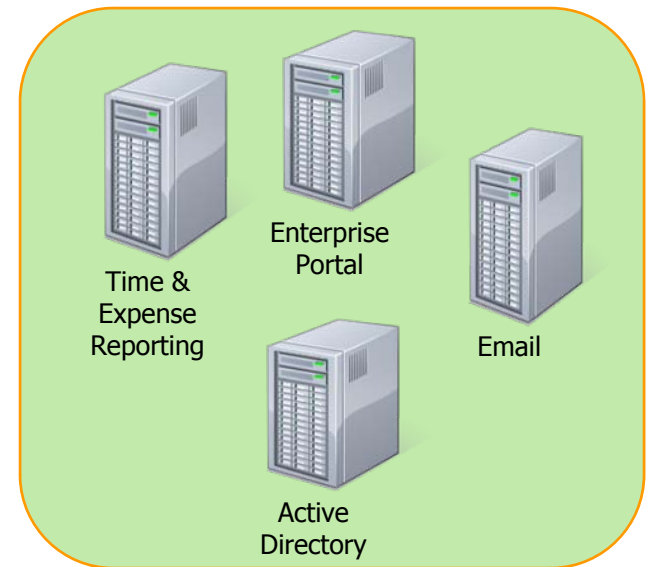
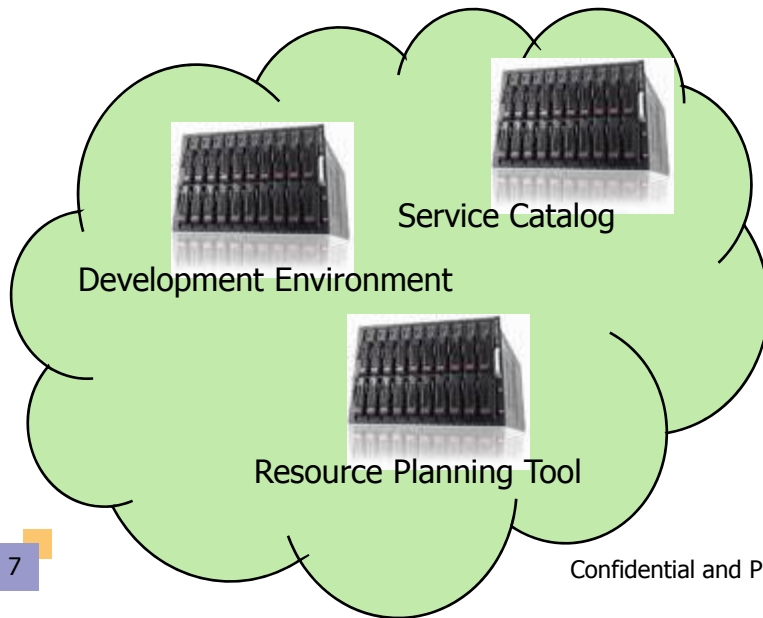
Updated on December 15, 2009



## cConnect

### Use Case: Identity Management

- Business Decision (iTerminate Employee)
- Policy Enforcement (remove access to all systems)
- Logging & Documentation (for compliance)
- Provisioning (physically remove all access in every environment)





# cConnect: Identity Mgmt Use Case

- A major issue for companies has traditionally been departed users still having access to company systems
- cConnect removes access from separated users automatically (in the cloud, or in on-premise systems) based upon configuration
- If a system may not be automatically integrated with cConnect, notifications will be sent to system owners to shut any access off and to recover assets that the user has used
- After the separation date, the system will automatically disable their network accounts, hide their mailbox from the Outlook Address book, and initiate the removal of their group and role subscriptions
- All subscriptions that the user held will be tracked even after separation. These will be available for modeling and reporting after his separation






# cConnect: Compliance Use Case

- Everything, every human action, every rule executed, or change in all of the target system, is logged. Through queries and reports a user or an auditor can determine who had what access when, who approved it, what changes were made in the target systems that were not authorized
- Current reports provided with cConnect
  - Entitlement Subscription by User – A list of system entitlements for one user.
  - Entitlement Subscription By System – List of systems and who has access to what in these systems.
  - Package Subscription by User – A list of packages for one user.
  - Subscription History with Requestor Approver and Fulfiller by Employee – Report of who asked for, approved and fulfilled roles and entitlements for a particular user.
  - Workflow Process Status and History by User – Workflow Status Report. From this report you can at a glance see the current status of work list items.
  - Common entitlements based on personnel attributes – This report allows you to compare the entitlements users have against attributes such as department code, title, grade range and location. With this information users can create rules and roles as well as identify discrepancies in entitlement subscriptions.
- In addition to the provided reports, custom reports can be generated by the user



# Cloud Computing Market





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*Large enterprises, service providers, and government agencies are moving their complex IT infrastructures into the Cloud as a means to reduce capital and operational expense and increase the speed to deliver IT services*

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*However, Cloud Platforms are not integrated. As such, multiple security credentials need to be maintained and workflow between systems is challenging or impossible, resulting in a barrier to adopt the full potential of cloud computing*

# Cloud Computing Market

Merrill Lynch is estimating the cloud computing market to reach \$160 billion by 2011. The estimate includes \$95 billion in business and productivity applications.

That makes cloud computing one of the fastest growing markets in the world.

--November, 2009

Gartner estimates that, over the course of the next five years, enterprises will spend \$112 billion cumulatively on software as a service (SaaS), platform as a service (PaaS), and infrastructure as a service (IaaS), combined.

--June 2010

# Private Clouds: Fastest Growing

## Use of Cloud Services

Which types of cloud services are currently in use, or planned for use, by your organization?

■ Currently use ■ Planned ■ Not in use/no plans

Private cloud services



Public cloud services



Community cloud services



Hybrid cloud services

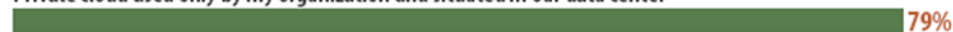


Data: InformationWeek Analytics Private Cloud Survey of 504 business technology professionals, May 2010

## Private Cloud Models of Interest

Which private cloud models are of greatest interest to your organization?

Private cloud used only by my organization and situated in our data center



Private cloud situated in a provider's premises and/or managed by another organization that we tap into or situated off premises, as in Amazon's Virtual Private Cloud or Rackspace Private Cloud



Private community cloud situated in a provider's premises and shared by multiple organizations



Note: Multiple responses allowed

Base: 293 respondents at organizations using or planning to use private cloud computing

Data: InformationWeek Analytics Private Cloud Survey of 504 business technology professionals, May 2010

# Cloud Broker Market: 1 Year Old

- The Cloud Broker is an emerging market segment born out of the move to cloud computing and data center consolidation
- Cloud Broker integration fills the gaps of integrating private, public, hybrid and enterprise IT services to enable faster adoption of cloud computing technology and achieve electronic automation and IT operational intelligence



**Cloud Service Intermediation:** An intermediation broker provides value added services on top of existing cloud platforms, such as identity or access management capabilities.



**Aggregation:** An aggregation broker provides the "glue" to bring together multiple services and ensure the interoperability and security of data between systems.



**Cloud Service Arbitrage:** A cloud service arbitrage provides flexibility and "opportunistic choices" by offering multiple similar services to select from.

Types of Cloud Brokers: Gartner Special Report "The What, Why, and When of Cloud Computing" July 9, 2009

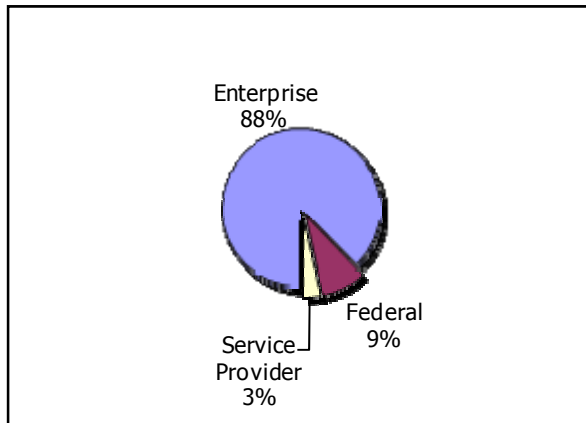
# Cloud Broker Market

- Potential \$765M annual market
- Proxy market of the growing Cloud Computing Market
- Enterprise expected to make more than two-thirds of the market

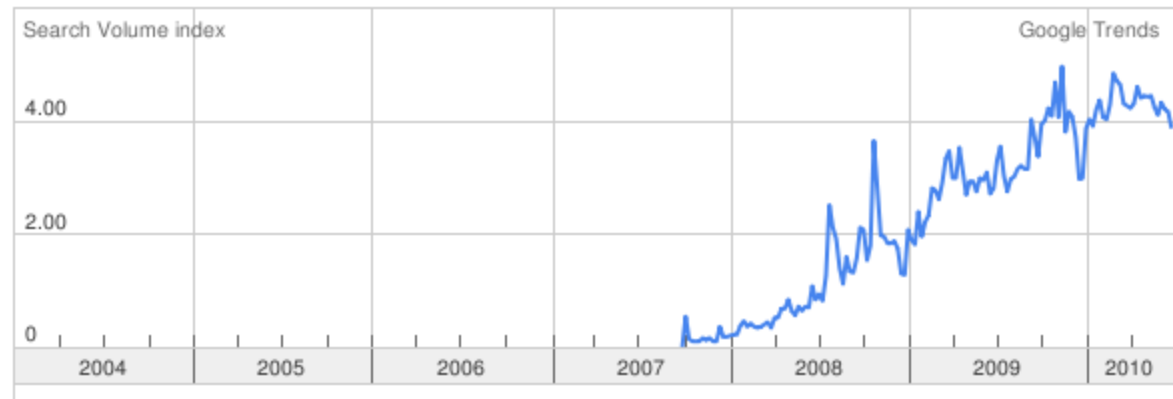
## ESTIMATE - \$765M Annual Market

Based on target customers of Cloud Integration for enterprise, service providers, and government

- 500 potential enterprises
- 20 service providers
- 50 government clients



"cloud computing" — 1.00

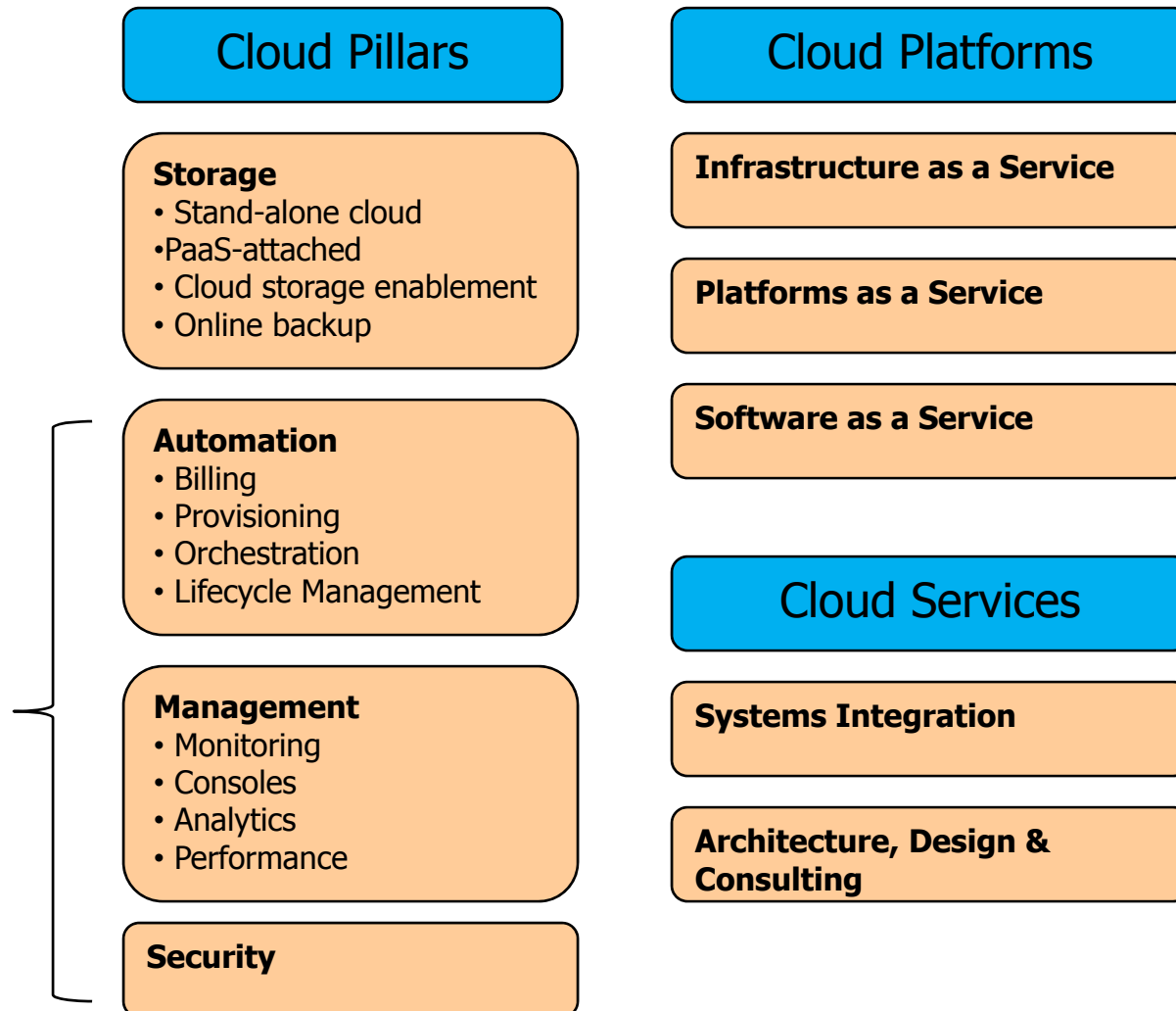


## Interest in Cloud Computing

Source: Google Trends, July 2010



# Where Does the Cloud Broker Market Fit?





# MARKET GROWTH



# Target Customers: U.S.

## ■ Large Enterprise

- Financial services (BoA, JP Morgan Chase, CitiGroup, Wells Fargo, Goldman Sachs, Morgan Stanley, UBS)
- International Organizations (United Nations, World Bank, NATO)
- Pharmaceutical (J&J, Pfizer, Abbott Labs, Merck, Eli Lilly, BMS)
- Healthcare (Magellan, Aflac, BCBS, Universal Health)
- Energy (Duke, Conoco Philips, ExxonMobil, Progress)

## ■ Service Providers

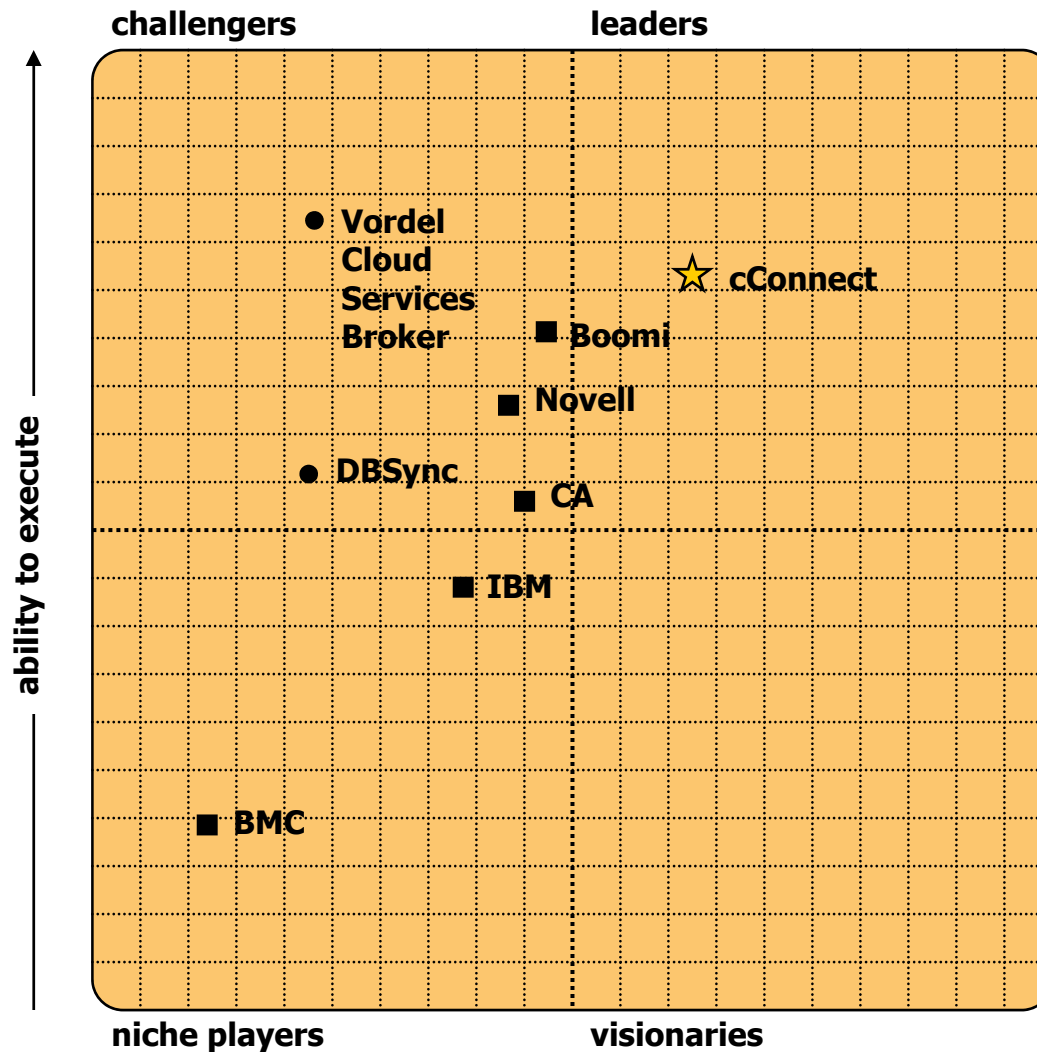
- RBOC (Verizon, AT&T, Qwest, BellCanada)
- Wireless (Sprint, Verizon, T-Mobile)
- Cable (Comcast, Time Warner, Cox)

## ■ Federal Government

- Armed Services (Navy, Air Force, Army, DISA)
- Intelligence agencies (NSA, DIA, NIMA, DLA)
- Larger civilian agencies (HHS, DOJ, IRS, VA, USDA)



# cConnect Competition



- ▲ Primary competitor
- Secondary competitor
- Future competition

## COMPETITIVE ADVANTAGES

Price (50% less of competitor solutions)  
"Out of the Box" functionality  
Modular growth  
Lower customization costs

Source: Cloud Fusion Software

Confidential and Proprietary to Cloud Fusion Software

# Cloud Provisioner Business Case ROI

## Case Study: International Financial Institution

- Workforce of 2,478 and 48,936 provisioning events per year to include new accounts created, deleted, and transferred for electronic identity, credentials, accounts and access.
- **Direct Labor Savings: IT admin support staff**
  - Standard manual process = 15 minutes per event
  - cConnect automated process = 5 minutes per event
    - $10 \text{ min}/60 \text{ min} \times 48,936 \text{ events/yr} \times \$70/\text{hr} = \$570,920 \text{ annual savings}$
- **Productivity Savings: Personnel new hires and transfers**
  - New hires:  $843 \text{ per year} \times .5 \text{ lost day} = 421.5 \text{ lost days}$
  - Transfers:  $426 \text{ per year} \times .25 \text{ lost days} = 213 \text{ lost days}$ 
    - $634.5 \text{ lost days} \times 8 \text{ hours/day} \times \$70/\text{hr} = \$355,320 \text{ annual savings}$
- **Total cConnect annual savings = \$926,240**



# Cloud Provisioner Business Case ROI

The average cost of a single data breach globally stood at USD \$3.43 million

In the U.S., where 46 states have now introduced laws forcing organizations to publicly disclose the details of breach incidents, the cost per lost record was 43% higher than the global average.

# cConnect Revenue Creation

- **Quickly drive into the market with an aggressively packaged product**
  - Base package for enterprise estimated at \$550,000
  - Annual maintenance of ~20% (industry standard)
  - Sell solutions based on tangible ROI saving within the first 12 months
- **Heavy concentration on a direct sales model for first 24 months**
- **Build a two-stage channel program**
  - 0-12 months build an implementation channel program to ensure successful implementations (Paas and Iaas Providers)
  - 6-24 months build a reseller/implementation channel with focused sales support to a core number partners (Accenture, Deloitte, CSC, SAIC)
- **Product maintenance will be an annual recurring revenue stream making up 25% to 30% of revenue after 24 months**
- **Expand add-on product sales**
  - Bridges, pre-packaged workflow and report packs
  - Functionality modules: security, compliance, identify management



# Cloud+Security+Enterprise App Software

Source: Udata Advisors

Date Announced	Seller	Buyer	Enterprise Value (\$M)	EV/TTM Revenue Multiple	Description	Sector
24-Feb-10	3Tera, Inc	CA, Inc.	\$90.0	30.0x	Enables enterprises and service providers to provision, deploy and scale public and private cloud	Infrastructure Software

• Nimsoft/CA: EV: \$350m\*; Revenue Multiple: 11.0x\*

CA agreed to acquire privately-held Nimsoft, a provider of IT performance and availability monitoring solutions for emerging enterprises and Managed Service Providers (MSPs). The acquisition extends CA's ability to meet the unique IT management needs of emerging enterprises and MSPs, both of which are playing leading roles in the growth of cloud computing. The combination will also allow CA to add an entirely new set of middle-market customers to its base, which historically has been comprised of large enterprises. Nimsoft's technology and go-to-market approach will leverage CA's presence in growing

in  
ro

Source: Udata Advisors

	Q1 2009	Q2 2009	Q3 2009	Q4 2009	Q1 2010
Number of Deals	43	33	67	83	54
% change from prior quarter	-	-23.3%	103.0%	23.9%	-34.9%
Total Enterprise Value (\$M)	\$1,044.0	\$6,271.0	\$3,248.0	\$8,337.0	\$1,970.1
% change from prior quarter	-	500.6%	-48.2%	156.6%	-76.3%
Median Announced Deal Size (\$M)	\$24.0	\$74.0	\$9.7	\$30.0	\$30.3
% change from prior quarter	-	208.3%	-86.9%	209.3%	10.0%
Median EV/TTM Revenue Multiple	0.9x	1.1x	2.3x	1.7x	2.2x
% change from prior quarter	-	17.7%	119.1%	-24.9%	29.4%

# Building Wealth

- The goal would be to sell the company in 3-5 years
- Targeting revenue multiple goal of 4.0
- Potential Marketing in Security/Governance, Risk & Compliance (GRC) , Cloud Computing, Infrastructure Management Software

## Comparables Acquisition Summary

SonicWall (June, 2010)  
Revenue Multiple: 2.4  
Sales Price: \$717M


Sophos (May, 2010)  
Revenue Multiple: 3.2  
Sales Price: \$830M

GuardianEdge (April, 2010)  
Revenue Multiple: 3.9  
Sales Price \$370M

GRC (which we categorize as part of Security) has been active too. With the growth of the market, and specifically the Internet, comes the need for greater security offerings and thus, increased M&A. In May, Harris Corp. agreed to acquire SignaCert, a Portland, Ore.-based provider of cyber solutions for government and commercial customers. TripWire, a Portland, Oregon-based that builds enterprise security and privacy applications which make it easier for companies to adhere to regulatory standards such as HIPAA, and best practices rules like FISMA, recently filed to raise \$86.25 million in an IPO. And in January, EMC acquired Archer for a rumored valuation of 5.5x yearly revenue.



# ABOUT US



# Current Management Team

## ■ Michael Biddick, Chief Executive Officer

- One of the founders of RealOps, sold to BMC software in 2006
- Founder and President of Fusion PPT , federal systems integrator since 2009
- From 1999-2009, EVP at Windward IT Solutions , managed a 10-year organic growth with average last 3-year annual revenue of \$20M.
- Contributing Editor for InformationWeek & Network Computing magazine, expert in Cloud Computing dating back to 2008
- Widely published author on Cloud Computing, with the largest cloud article base over the past three years
- Industry known leader in enterprise software, with contacts in a wide variety of enterprises, service providers, government entities, software vendors and hardware manufacturers
- Held senior positions responsible for building Enterprise Management consulting practices within Booz Allen Hamilton
- MS in Telecommunications from Johns Hopkins University and a BA in Political Science from the University of Wisconsin

## ■ John Sankovich, Operating Officer

- Vice President of Government Solutions at Truestone, LLC.
- For the \$30M business unit, responsible for P&L across the unit focused on federal civilian services to include extensive new business start-up and operations.
- Experience directly managing complex enterprise software efforts around middleware applications, provisioning tools, in .NET environment over the past 10 years
- Held senior leadership positions at AT&T, Windward IT Solutions, and GuideComm
- M.S. in Systems Engineering, University of Pittsburgh, M.B.A., University of Pittsburgh, B.S. in Industrial Engineering, Purdue University

## ■ Kai Wang, Vice President of Product Development

- Over 15 years of product development experience in the technology product industry
- Currently responsible for product design, implementation, testing, and support of cConnect
- CEO for startup Cycore Inc.
- Founder of Kart Media, LLC, sold to Internet Brands, Inc (NASDAQ: INET) in 2008
- Co-founder Cycore Holdings LLC DBA SplashWireless, sold to Virgin Mobile in 2006
- BS in Electrical Engineering from University of Maryland

# Achievements to Date

- Current product has been running in production at a financial institution for 3 years
- Two enterprise sales opportunities in the pipeline from identified client list
- Initiating partner channel for initial implementation and resale
- Product road map
- Independent software due diligence
- Initial website content developed
- Business plan & financials
- Management team formation



# Risk Mitigation

## RISK

## MITIGATION

**Speed to market**

**OEM certain software to enter market quickly and gain market share**

**Ability to sell software as a startup**

**Hire seasoned sales teams and develop a tangible ROI solution sales systems. Build reputable channel model with proven integrators (e.g., Accenture, Deloitte)**

**Limited cooperation for integration**

**Establish formal partnerships with Cloud vendors, work with clients to push integration with uncooperative vendors**

**Competitors build viable cloud integration products**

**Move quickly to establish the Cloud Integration market segment and cConnect as Cloud Integration solution**



# FINANCIALS






# Funding Requirements

- **Investment to grow cConnect as the dominant Cloud Broker Solution**
  - Build sales, marketing and channel distribution
  - Invest in Analyst coverage (Gartner, Forrester)
  - Expand development team to enhance product
  - Patent & IP Protection
  - Create support organization



# Objectives: Seed Phase

- **Prior to seeking full funding, we are exploring a seed phase with the following objectives:**
    - Capture a total of three customers
    - Validate the price point for the product
    - Validate the technology, by successfully installing the product at the three customers
    - Vet the product with the analyst community
    - Formalize the sales strategy
- 

# Capital Seeking (USD): Seed Phase

Staffing-6 months						
	# of Staff	Base Salary	Overhead	Bonus	Annual	6-Month
Executive/Sales	1	\$135,000			\$135,000	\$67,500
Product Architect	1	\$125,000	\$37,500	\$12,500	\$175,000	\$87,500
Product Development	1	\$100,000	\$30,000	\$10,000	\$140,000	\$70,000
Inside Sales	1	\$60,000	\$18,000	\$30,000	\$108,000	\$54,000
Marketing/PR	1	\$110,000	\$33,000	\$30,000	\$173,000	\$86,500
Support Eng/Presales	1	\$105,000	\$31,500	\$21,000	\$157,500	\$78,750
	6					
Communications						\$2,500
Consulting						\$20,000
HR/Finance/Admin/Legal						\$20,000
Sales Travel/Expenses						\$18,000
IT						\$5,400
Analyst Coverage						\$40,000
Marketing						\$80,000
				GRAND TOTAL		\$630,150

# Financial Projections (USD)

	Revenue	Expenditures	Net
■ 2011: \$350K		\$630K	(\$280K)
■ 2012: \$750M		\$1.20M	(\$450K)
■ 2013: \$2.6M		\$1.35M	\$1.25M
■ 2014: \$5.2M		\$1.60M	\$3.60M
■ 2015: \$9.2M		\$2.20M	\$7.00M